



MARKETING INTERNSHIP WITH GREAT LAKES BIOMIMICRY

Biomimicry • Innovation • Sustainability • Entrepreneurship • Design • Environment

SUMMER 2019: mid-May through mid-August, depending on student availability

- **20-30 hours per week, depending on student's interest and needs; we accommodate a one-week break for a student's summer travel / vacation**

Biomimicry is the practice of learning from nature and imitating its time-tested designs and strategies. As a cutting-edge innovation tool, biomimicry helps organizations solve problems, spark creativity and increase sustainability. Looking to nature for ideas provides access to 3.8 billion years worth of insights and clever adaptations.

Across the globe, there are very few opportunities for biomimicry internships, and ours may be the only offering in the Great Lakes Region. Our Marketing Internship immerses you in a cutting-edge field and provides you with the opportunity to:

- Help our organization grow by deploying a content marketing strategy
- Tap into your entrepreneurial spirit and make a difference in the world
- Experience working in a startup environment *and* for a non-profit organization
- Have a flexible schedule and work remotely from home most of the time (we will arrange in advance for face-to-face meetings, time spent at our offices in Ohio Aerospace Institute in Cleveland, or when you're needed for events / work with corporate clients)
- Get exposure to innovative companies through the world's only biomimicry Corporate Innovation Council
- Forge new connections with our partners (e.g., The University of Akron's Biomimicry Research and Innovation Center, Cleveland Museum of Natural History, NASA Glenn Research Center, The Conservancy for Cuyahoga Valley National Park, Cleveland Metroparks Zoo, Summit Metro Parks, Akron Zoo, etc.)

Responsibilities:

- Assist with the development of a new website.
- Boost social media efforts through evaluation of current efforts, developing a content schedule, creating engaging posts and addressing questions/feedback.
- Research targeted industries and companies.
- Curate content for multiple audiences and marketing channels, including social media, website, blog, fliers, printed desk calendar, e-newsletter and press releases.
- Create, test and evaluate new marketing messaging and efforts.
- Prepare / improve materials for Innovation Services consulting, Professional Education Workshops and the Biomimicry Fellowship Program.
- Provide fresh ideas to help our organization grow, solve problems, engage new clients, improve services and create raving fans.

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CONTINUED – MARKETING INTERNSHIP WITH GREAT LAKES BIOMIMICRY

Qualifications:

- Enthusiasm for storytelling and getting other people excited about biomimicry, nature, innovation and sustainability.
- Passion for learning, iterating and improving.
- Resourceful self-starter with the ability to work independently, apply new knowledge quickly, stay organized, meet deadlines, produce outcomes and exceed expectations.
- Teamwork, collaboration, creativity, a positive attitude and a sense of humor are musts.
- Current enrollment in an undergraduate or graduate degree program in Marketing, Communications, Business Administration or similar field.
- Strong writing skills and the ability to curate content for different audiences.
- Strong attention to detail and editing/proofreading skills.
- Capability in managing social media platforms.
- Experience in building or improving websites and using WordPress preferred.
- Ability to protect sensitive information (i.e., intellectual property and trade secrets) and develop professional relationships with corporate entities. A signed NDA may be required.

Compensation:

Internships are unpaid. Participants are compensated through the experience, skills development, knowledge acquisition, and connections made while working. If the internship is productive and positive, Great Lakes Biomimicry will serve as a reference for future job opportunities and offer networking suggestions.

Application Process:

Send a cover letter and resume to connect@glbiomimicry.org, attention Christine Hockman, Co-Director. The subject line of your email should read "Marketing Internship." Applications are accepted until April 30, 2019.

About Our Organization:

Great Lakes Biomimicry (GLB) is an entrepreneurial non-profit based in Cleveland that helps organizations learn from nature to accelerate innovation. Since its inception in 2010, GLB has created a biomimicry ecosystem in Northeast Ohio that connects businesses, universities, research, startups, and informal and formal education institutions. GLB teaches companies biomimicry thinking as a new innovation tool through professional development, Innovation Services consulting, and the Biomimicry Fellowship Program with partner The University of Akron, as well as the world's only biomimicry Corporate Innovation Council.

www.glbiomimicry.org

